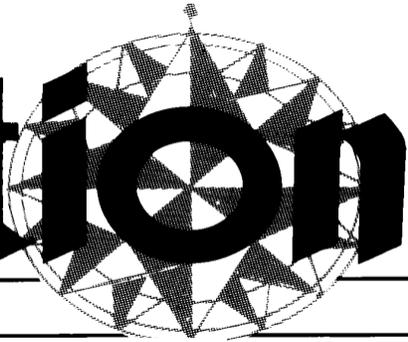


NEWSLETTER
for Members of
CALLERLAB

direction



The International Association
of Square Dance Callers

COCOA, FLORIDA

VOLUME XXVIII NUMBER FIVE - NOVEMBER 2001

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CURRENT QUARTERLY SELECTIONS:

MAINSTREAM: None
PLUS: None
ADVANCED: Double Down (1/01)

EMPHASIS CALLS:

MAINSTREAM: Split Circulate
PLUS: 3/4 Tag the line

FUTURE CONVENTIONS:

MAR 25 -27, 2002 Richmond, VA
APR 14 - 16, 2003 Central Region
APR 05 - 07, 2004 Western Region

CALLERLAB OFFICE HOURS:

8:00 am to 4:30 pm Eastern Time, Monday through Friday
Phone: 321- 639-0039
800 - 331-2577 (business only)
FAX: 321- 639-0851
Email: CALLERLAB@aol.com.
Website: www.callerlab.org

INSURANCE QUESTIONS & CERTIFICATES
Seabury & Smith 800-503-9227

FROM THE CHAIR
Jim Mayo, Chairman

I recently read again what I had written when I ran for reelection to the Board in 1999. The Program Policy Committee was working hard to develop the new Policy that we adopted overwhelmingly the next year in Las Vegas. In my paragraph in *DIRECTION* I wrote "I am hopeful that our current enthusiasm for 'marketing' our product will bring new recruits into square dancing. At the same time I fear that, unless we can make easier forms of square dancing readily available, all our recruiting success will be to no avail. ... if changing the programs at a reasonable rate will accomplish that goal, I can comfortably support change. New dancers must find places to dance where they can have fun without today's overdose of frustration."

In accordance with the new Program Policy, the Mainstream and Plus Committees have recently made changes in those programs. The goal of these changes is to move toward a smaller "first" program of square dancing and toward a set of programs that are more closely alike in size. These changes have brought forth a chorus of criticism from square dancers and callers, both members and non-members, from overseas. Their cry is basically, "We're doing what you have recommended and it's working for us. Why are you fixing what ain't broken."

The only reasonable response I can make to that question is that our troubles have come because we have been at it longer and we think you are headed for the same troubles we have experienced. I have seen and heard about some tendency toward "our" troubles overseas. There is some increased migration toward the programs beyond Mainstream. But certainly not anything like what we've had here.

One difference between most overseas programs (and even many in Canada) and those in most of the United States is the rate of movement of new dancers into the Plus program. We say clearly, and nearly every caller I know agrees, that dancers should never be encouraged to move on to the next program. We, callers, should show by every word and deed that the program they first learned in square dancing is ALL THEY NEED to have a great time. I'm afraid that there are many of us callers in the United States, at least, who don't really

(Continued on page 2)

(Continued from page 1)

believe that.

I believe that, for the long-term good of square dancing world-wide, it is best to have an entry program that is shorter than it is now and a second program that is close to the same size. I also believe that callers could make this transition hardly noticeable to the dancers if they used their skill effectively. However, none of our program changes will make any difference at all if we do not work with all our ability to assure that every dancer at every dance we call is able to dance comfortably.

BOARD OF GOVERNORS ELECTION RESULTS

We would like to offer our congratulations to the following members who have been elected to a 3-year term on the Board of Governors.

- CLARK BAKER**, Belmont, MA
- DOUG BENNETT**, Dallas, TX
- TIM CRAWFORD**, Burlington, ON
- LARRY DAVENPORT**, Foster City, CA
- BILL HARRISON**, Cheltenham, MD
- JERRY JESTIN**, Yuma, AZ, Delburn, AB, Canada
- TOM MILLER**, Chest Springs, PA
- NASSER SHUKAYR**, Lafayette, CA
- DANA SCHIRMER**, Berryton, KS

We also would like to thank those candidates who, although unsuccessful in this election, took the time and initiative to run for the Board of Governors. They are:

- YONA CHOCK**, Ewa, HI
- BILL HELMS**, Portland, OR
- MIKE HOGAN**, Omaha, NE
- ROBERT HURST**, W. Sussex, England
- STEVE JACQUES**, Pasadena, MD
- TOM RUDEBOCK**, Cantonville, MD
- JIM WASS**, Riverdale, MD

The newly-elected board members will begin serving their terms at the conclusion of the 2002 convention in Richmond.

Members currently serving on the Board of Governors are:

- CLARK BAKER, DOUG BENNETT, CALVIN CAMPBELL, LARRY COLE, *TIM CRAWFORD**

(Vice Chairman), LARRY DAVENPORT, BETSY GOTTA, BILL HARRISON, *MIKE JACOBS, JERRY JESTIN, VERNON JONES, JERRY JUNCK, JOHN KALTENTHALER, MARTIN MALLARD, *TIM MARRINER, JOHN MARSHALL, *JIM MAYO (Chairman), TOM MILLER, *TONY OXENDINE, MIKE SEASTROM, NASSER SHUKAYR, AL STEVENS, JERRY STORY, AND JOHN SYBALSKY.

*indicates members of the 2000/2001 Executive Committee.

ALTERNATE INVOLVEMENT REQUIREMENT APPROVED

As reported in the June AND August 2001 issues of *DIRECTION*, the bylaws changes voted on at the 2001 CALLERLAB convention in St. Louis, MO were approved by the membership. The bylaws have been updated and a copy mailed to all members. The major change in this revision is the elimination of the requirement for continuing convention attendance. The Board has approved an Alternative Involvement Requirement as an alternate method of gaining Voting Member status without attending either a CALLERLAB convention or a Min-Lab.

The Board approved the following as the CALLERLAB Alternate Involvement Requirement:

1. Get the signatures of three full members of CALLERLAB on a recommendation that s/he be accepted as a full member, OR
2. Attend a caller school conducted by a CALLERLAB Accredited Caller-Coach, OR
3. Teach three CALLERLAB Program classes.

A member who meets the OTHER requirements listed below for Voting Member status may complete any one of the above requirements in lieu of attending a CALLERLAB convention or Mini-Lab. The OTHER requirements for Voting Membership include: 1) calling more than three years, 2) calling at least 50 dance events per year averaged over the past three years, and 3) subscribe to the CALLERLAB Code Of Ethics.

*2002 CALLERLAB Convention
Register Today!*

AS-

DIRECTION is the official newsletter of CALLERLAB, The International Association of Square Dance Callers, with offices located at 467 Forrest Ave., Suite 118 Cocoa, FL 32922; Phone: (321)639-0039; Email: CALLERLAB@aol.com. *DIRECTION* is published and mailed first class to all members and affiliates of CALLERLAB. *DIRECTION* is edited by Jerry Reed, Executive Director.

DIRECTION is computerized, therefore, it would be most helpful to have articles, reports or letters to the editor submitted on computer diskettes whenever possible. *DIRECTION* uses Corel Word Perfect 8.0 on a Windows based computer. Computer diskettes or CD's containing articles, reports or letters to be published should be submitted in Word Perfect. Windows based Micro Soft Word or ASCII text files are also acceptable. Please enclose a printout of the article, report or letter. Unsigned submissions will not be accepted.

The opinions expressed in articles submitted by members or affiliates do not necessarily reflect the policies of CALLERLAB. All articles submitted for publication must be signed by the author.

The Editor reserves the right to exercise discretion in accepting, editing, or rejecting any material submitted for publication. Articles submitted for publication that describe square dance formations or arrangements MUST be in accordance with CALLERLAB standards.

SOCIATE MEMBERS AND COMMITTEES

It is well worth noting that Associate Members CAN serve on committees and may vote on committee business. There has been a misunderstanding of this provision for some time. It is the goal of the Home Office to publicize this provision of the bylaws. If you have any questions or concerns about this or any other provision of the bylaws, please contact the Executive Director, **Jerry Reed**

ELECTION TURNOUT

The vote response for the BOG election this year was 45%.

THANK YOU TO ALL WHO VOTED!

CALLERLAB TRAINING MATERIALS

CALLERLAB has produced some of the finest Caller Training materials available today. This material includes training manuals and guidelines, timing charts, formation & arrangement pictograms and various hand-outs for caller training. If you are involved with caller training or wish to increase your reference library with some of this very valuable information, contact the Home Office and talk to Jerry to discuss your particular needs. A partial list of the material available includes: Starter Kit For New Callers, Choreographic Guidelines, Curriculum Guidelines, Standard Applications Books (Mainstream and Plus), and the Advanced Dancing Handbook.

2002 CALLERLAB Convention ***"Teaching Is FUNdamental"***

See you in Richmond, VA
March 25 -27, 2002
at the Richmond Marriott
Plan To Be There!

CALLER SCHOOL AT NSDC

The CALLERLAB Foundation Board has approved a plan to sponsor a callers school to be held in conjunction with the National Square Dance Convention (NSDC) in St. Paul, MN in June 2002. The school will be staffed by CALLERLAB Accredited Caller-Coaches selected by the students. The school will begin on the Sunday before the NSDC and will end on Thursday. A donation of \$500 to the Foundation will allow one student and partner to attend the school. An additional donation of \$500 (total of \$1,000) will provide lodging for the student and partner during the school.

All clubs, caller associations, and other organizations are encouraged to sponsor at least one student for this school. It is not only a way to provide quality educational benefits, it is also an opportunity to help the Foundation and square dancing. We are hoping for this school to be a

big success.

Contact the Home Office for additional information or registration form.

WANT TO GET INVOLVED?

Do you have a special skill or expertise in a specific area of calling? If so, the Home Office would like to hear from you. Each year during the convention planning meeting we are looking for interest session topics and presenters.

When you contact the Home Office, be sure to include a brief biographic sketch and an outline of the topic of your choice. If you know of a person who may be willing and able to help, have them send their name to the Home Office with this information.

Help us make the conventions better.

TEACHING IS FUNDAMENTAL

(2002 CALLERLAB Convention)

Your Convention Planning Committee has selected "Teaching Is FUNdamental" as the theme for the 2002 CALLERLAB Convention, to be held in Richmond, VA, March 25-27, 2002. The convention will be held in the Richmond Marriott, located at 500 East Broad Street.

Moderators, panelists, and attendees will be focusing on teaching and ways to make it FUN, EXCITING, and EFFECTIVE. There will also be sessions dealing with the demographics of who we are and reports on the results of ongoing market research projects. Other sessions will discuss effective marketing techniques and how to do the best job with new dancer groups and dances. The range of interest sessions will include technical sessions as well, including Showmanship, Multi-cycle Programming, several sessions related to Choreography, a session of special interest to Advanced and Challenge callers, voice sessions with Professor Arden Hopkin, and the very popular "Digital Music" session.

We plan to again schedule individual voice sessions with Professor Hopkin. This will be your chance to get one-on-one help with your vocal presentation. This will also be a low-cost and unique opportunity for many members to experience individual help and guidance. Professor Hopkin is a true professional who understands the unique nature of square dance calling and the vocal requirements facing each square dance caller.

All you need to know in order to attend the 29th annual CALLERLAB convention is contained in the Convention Invitation included in this issue of DIRECTION. We hope you are making plans to attend this gathering. The annual convention is your opportunity to meet and talk with others who share your interest. It is also an opportunity to sit in on committee meetings and become acquainted with others involved in the "hands-on" real work of CALLERLAB. WE NEED YOU!

HOTEL RESERVATIONS FOR THE CONVENTION

The CALLERLAB convention will be held at the Richmond Marriott Hotel, 500 East Broad Street, Richmond, Virginia. Reservation cards will be sent to all members who register for the convention. You must use this card to register with the hotel. Room cost is **\$82.00**, single or double. You must register with the hotel no later than February 19, 2002. This convention rate is only good until room block is filled.

ADVANCED PROGRAM BIENNIAL REVIEW IS COMPLETE

The CALLERLAB Program Policy requires a review of all CALLERLAB dance programs during each odd numbered year. This review is conducted by each applicable dance program committee and is known as the "Biennial Program Review." This review is conducted as follows: first the Mainstream Committee completes its review of the Mainstream Program, then the Plus Committee conducts its review of the Plus Program, then the Advanced Committee conducts its review, and finally the Challenge Committee conducts its review. During these reviews each program committee will review the applicable dance program to determine if any changes are required. Changes can include additions or removal of calls from the program.

As reported in the August 2001 issue of *DIRECTION*, review of the Mainstream and Plus Programs is complete.

Cliff Simpson, Advanced Committee Chairman, announces the following results of the biennial review of the Advanced Program:

The following were added to the A-1 list: TRIPLE SCOOT and GRAND FOLLOW YOUR NEIGHBOR. There were NO calls removed from the Advanced program. (See the enclosed press release)

PARTNER'S COMMITTEE Bev Sutter, Chairman

I have begun preparations for the Partners Committee functions at the Convention in Richmond. I would appreciate as much personal input from each of the partners who are planning to attend the convention, as possible, and as quickly as possible. Briefly outlined below is a general description of two possible tours. We have scheduled a session on a CPR demonstration with participation and practice.

If you will be attending the convention and would be interested in taking either of these tours PLEASE contact me with your choice. I will make reservations based on the tour with the most votes and notify you as to the tour selected.

You may contact me with your suggestions at dosido-bev@aol.com or at **Bev Sutter, 5533 Northwood Court, Asbury, IA 52002** or **by phone at 563-556-7282**. Please reply with your choice before January 1, 2002. I will notify each of those who reply which tour has been chosen. You may then return the form below to me, along with your check in the appropriate amount, for the tour no later than February 1, 2002 to secure your place.

The first tour is for Colonial Williamsburg, visiting restored homes, shops, and public buildings of the Colonial Capital, the Welcome Center and Merchant-Square for unique shopping and lunch at one of the local taverns. The cost per person for this tour, with a minimum of 30 people, will be \$86. This will be an eight-hour tour.

The second tour is of Victorian Richmond, the James River Plantation. We can walk along the canal, lunch in the Shockhoe District and visit the Lavish Jefferson Hotel and Botanical Gardens. Cost per person for this tour is \$59, with a minimum of 30 people. This will be a seven-hour tour.

We must pay a \$150 non-refundable deposit thirty days prior to the tour. The balance is due fifteen days prior to the tour.

DO NOT SEND MONEY NOW

(Name)

(Street/PO Box)

City

State

Zip

Email address

? Richmond Tour
Cost: \$59

? Williamsburg Tour
\$86

JOIN A COMMITTEE! YOU DO NOT NEED TO BE A VOTING MEMBER TO BE ON A COMMITTEE!

Are you aware that MOST of the "real" work accomplished by CALLERLAB is done by committees? ALL dance program decisions are made by the applicable program committee, not by a select few. This includes program list, definitions, timing, and styling. Other committees make decisions about the other aspects of CALLERLAB interests. Make your opinions count by taking an active part in committee actions. Under the bylaws, ALL members, except Apprentice Members, may serve on committees and vote on committee business. Contact the Home Office to join a committee





AFTER PARTY!

Jon Jones has again agreed to host the 2002 After Party in Richmond. The after party will be Sunday evening. Jon would appreciate your assistance with any talent you may possess which would make for a great evening of fun.

Contact Jon and volunteer to assist with the after party at the 2002 convention. We all know Jon is a great after party host and, along with his many talented volunteers, presents a great evening of entertainment. Give Jon a call and add your name to his list of volunteers. Your contributions will be appreciated. You may reach Jon at (817)469-1179 or email - JonJonesSDC@AOL.COM.

A FEW SUGGESTIONS TO ATTRACT STUDENTS

1. Demonstrations/street dances wherever possible.
2. Phone campaign (follow-up to interest shown at above.)
3. Letter campaign (invitations).
4. Free-ticket handout.
5. "A New Song and Dance Routine" Brochure
6. Placemats in local restaurants (Be sure to include contact number (s).
7. Flyers that double as posters.
8. Personal contact with doctors and dentist (brochures in waiting rooms). Doctors who understand the health benefits of square dancing may recommend it as mild exercise.
9. Flyers left in hotel literature racks.
10. Flyers at supermarket checkout counters.
11. Brochures at Welcome Center racks (state lines and vacation areas).
12. Poster contest in area schools.
13. Billboards in the area.
14. Square Dance information signs, edge of town. (LEGACY markets these).
15. Airport posters, full-sized and colorful.

"WINNING WAYS"

We KNOW there are success stories out there. We have heard of many successful recruiting efforts, big classes and clubs which are growing. We need to hear from you if you know of such successes. We will be publishing them in a new feature called "WINNING WAYS" in future issues of *DIRECTION*. Please send your story to the Home Office, 467 Forrest Avenue, Suite 118, Cocoa, FL 32922 or FAX - 321-639-0851 or email - CALLERLAB@aol.com

A SUCCESS STORY (A Winner In Texas)

At the National Singles Convention in Arlington, TX this year, members **Steve Hoffman** and **Tim Tyl** took advantage of a lucky break. There was another convention going on at the same time in the same facil-

ity. 4000 college students from the Baptist Student Ministries watched the convention dancers all day Friday and by Saturday afternoon they wanted to dance. The callers booked for the festival were busy, of course, with the regular do si do stuff. Fortunately, **Steve** and **Cathy Hoffman** were there dancing. They got together with the Convention managerial staff to locate an unused hall so that a session might be put together during the dinner break. They spread the news by word of mouth with the help of the dancers and by 4pm Saturday afternoon the first of two sessions were full of young adults. **Shane Greer**, one of the convention staff callers, reported that "You couldn't get another person on the floor. They did party night stuff and the yelling, screaming, clapping, and fun was deafening. I almost started crying when I saw that many college kids absolutely loving square dancing, it sounded like a rock concert with them cheering." Steve and Tim, like several other CALLERLAB members, do a lot of one-night, "party" square dance events. Steve reports, "That a good portion of his program came directly from information given at CALLERLAB conventions over the last 3 years. He also stated, "The secret to our success is simple Y our party nights, are pure excitement designed to entertain people through the use of adrenaline." Y "And I have to admit they are a rush for us too." This experience is one more demonstration that square dancing, when it is well presented, can appeal to any group, young or old. At our CALLERLAB Conventions for the past several years we have had sessions lead by some of our experienced one-night party callers to show how you, too, can lead this kind of event. Won't you plan to attend the convention in Richmond March 25-27, 2002 and learn to deliver a different kind of entertainment.

IN OUR TROUBLED TIMES AHEAD

Jim Mayo

Square dancing is an activity that builds community. We develop lifelong friendships as we work together and play together. Many of us have been around long enough to have memories of past world conflicts. The modern square dance movement grew vigorously as our nation recovered from World War II. It was a time when our nation came together and there was respect and appreciation for our heritage. We are once again facing conflict involving the whole world. Let us recognize and value the support we give each other in these troubled times. Let us also share the warmth of our friendship with all those around us. We are each part of a community that gives strength and support. In these troubled times let us put a little extra effort into making welcome all who would join us.

Character is not made in a crisis;
it is only exhibited.

IN MEMORIAM

Doreen Sillery, Vancouver, BC, CA, SEP 12, 2001
Joan Peterson, Augusta, GA, JUN 15, 2001
"Slim" Sterling, Valhella, NY, JUN 2001,
Harper Smith, Celina, TX, OCT 21, 2001

FRIENDS OF THE FOUNDATION

On behalf of the Board of Directors of the CALLERLAB Foundation, we wish to express our appreciation for the continuing support of the following groups or individuals for their generous donations.

- Jon Jones, Texas**
- Caller-s Council of New Jersey**
- Andy Shore, Mountain View, CA**
- Trisha P. Scarborough, Mt. Pleasant, TX**
- Sundown Squares, El Cajon, CA**
- Susquehanna Swingers, MD**
- Thunderbirds Square Dance Club, CA**

Contributions enable the Foundation to increase public awareness of the fun and fellowship of square dancing. Foundation projects that help preserve and promote square dancing and are important to the growth and image of the Foundation.

All contributions will help us expand our resources and do a far more extensive job in the preservation of square dancing.

To make a tax-deductible donation or memorial to the Foundation, send your donations to:

The CALLERLAB Foundation

467
Ave.,
Cocoa, FL

Forrest
Suite 118
32922



**INDIVIDUAL VOICE SESSION
IN RICHMOND**

Professor Arden Hopkin, our voice expert and coach, will be offering individual voice sessions during the convention in Richmond. These sessions offer an inexpensive unique opportunity to obtain individualized help with your voice. Please contact the Home Office to sign up for one or more of these sessions. Each session will be 20 minutes long and will cost \$30.

WACKY HEADLINE!
POLICE BEGIN CAMPAIGN TO RUN
DOWN JAYWALKERS.

DON'T MISS OUT!

**CAN ONE CLUB MAKE
A DIFFERENCE?**

YES! If that club is dedicated to the square dance activity and to the goals and objectives of the Foundation AND has the Pazzazz to make a difference. Such a club does exist in the form of the Sundown Squares, El Cajon, CA. During the past 10 months this club has donated nearly \$1,800 to the Foundation. How do they do it? Well, they add 50 cents to each dance admission and they conduct fund raisers. Just think, if there were only ONE such club in each state, over \$90,000 a year would be donated to the CALLERLAB Foundation, from this one source alone. We very much appreciate ALL donations to the Foundation, however, we believe you will agree this club is FANTASTIC. "Thank You" seems inadequate for the efforts this small club has put forth. Maybe the club you call for could join this effort.

MEMBERSHIP REPORT

As of November 7, 2001, we have a total membership of 2,013 callers and we are adding new members every week. The current membership is broken down as follows:

Category	US	CAN	OS	TOTAL
Members	757	38	128	923
Life members	8	0	0	8
Retired Members	16	3	0	19
Associate Members	785	22	61	868
Apprentice Member	81	1	3	85
Associate Licensees	109	1	0	110
TOTALS	1756	65	192	2,013

**FOUNDATION MARKETING
FINANCIAL REPORT**

As of November 7, 2001, the following is an accounting of the funds donated to the CALLERLAB Foundation for Marketing since this effort began in April 1999. The major expense was creation, implementation, and analysis of the nine Focus Group surveys.

<u>DONATIONS</u>	<u>TOTAL</u>
Total Donations	\$82,228.34
 <u>EXPENSES</u>	 <u>Amount</u>
StarWorks (FG Surveys)	\$36,723.11
CMS (Mrktng Srvcs & FG Surveys)	\$38,616.57
Mrktg Horizons (FG Surveys)	\$ 190.00
Total Expenses	\$81,497.95

**REFUND CHECKS
STILL OUTSTANDING**

As of November 7, 2001, we have three refund checks for 2001 still outstanding. Two of the checks were refunds for over payment of dues and one Convention Voice Session refund. We ask that the following members contact the Home Office to verify receipt of their refund and we can clear our records.

- Thane Harris**
- Hazel Simmons**
- Costa Roussakis**

CONVENTION SURVEY

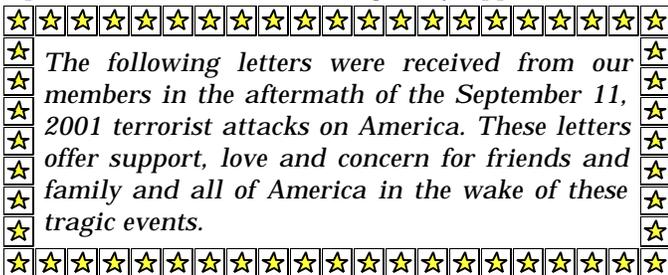
Attached is a survey to collect your input concerning the dates of the CALLERLAB convention. Please take a few moments to complete the survey. The validity of the information from this survey will depend on YOUR input.

FOCUS GROUP VIDEO AVAILABLE

The CALLERLAB Foundation has produced a video tape featuring the nine Focus Group surveys completed last year. The intent is to distribute this tape to the entire square dance community (primarily in the U.S.). The video is approximately one hour long and provides the following information: 1) Basic information about the process of Focus Group Surveys and 2) Video clips of actual Focus Groups to emphasize the data reported in the final report from Star Works.

It is hoped that all organizations will encourage square dancers, clubs and associations to order a copy of the video for local use. The information in this video is very informative and is designed to provide information about the market research which has been conducted.

We ask for a nominal donation with each video we send. The cost of production, handling and shipping is approximately \$8.00 in the United States. Donations to help cover these costs will be greatly appreciated. Our



goal is to get this information to every square dancer.

FROM OUR MEMBERS

**TO ALL OUR FRIENDS IN AMERICA
Nev & Bev McLachlan, Australia**

On behalf of my family and myself, and also as Secretary of the Australian Callers Federation, I wish

to express our sadness and regret for the shocking acts which have occurred in your country in the last 24 hours. All of our TV channels have shown nothing else since it began just before 11 pm our time last night.

You can be sure that all over here will support you all in any way we can.

We hope that none of your own families or friends or any of their families were physically hurt in any way and our thoughts and prayers go out to all.

One of our own dancer's daughter is married to a US national and they and his family live in New York. The husband's brother was at work in the Trade Center when the events began but his safety has been assured and the family is relieved.

Please offer our condolences and best wishes to all.

WE ARE PRAYING FOR YOU !

**Al & Sabine Stevens, GERMANY
To All Fellow Americans....Worldwide,**

My phone has been ringing off the hook, literally, from hundreds of German dancers, callers, and people in general, denouncing this tragic, barbaric act of terrorism. Both Sabine and I are truly touched by the outpouring of sentiment.....we had 3 cell phones, and our telephone and fax open through the night.

We keep the people who are touched by this tragedy, foremost in our thoughts and prayers....as well as the American people living abroad and at home. Our gratitude and prayers also go out to the thousands of workers and volunteers who are involved in the rescue operations in New York, the Pentagon, and Pennsylvania.

**TO MY U. S. FRIENDS!
Tim Crawford, Canada**

From here in Canada, I can do nothing more than watch in absolute disbelief. I offer all of you, and your entire country, my deepest and warmest thoughts on this dark, dark day. Canadians everywhere are with you in their thoughts, and I'm sure will offer our prayers, support and our every resource, to help our neighbors through this!

May God Bless us all!

**WE ARE PRAYING FOR YOU !
Bengt Geleff, Sweden**

Just wanted to tell you that we are chocked over here too, over the disaster in USA and I want to tell you that we are thinking about all of those that we know in the US and we are praying for you and all your friends.

In a time like this it seems that I lack words to tell you what I feel.

Many warm thoughts are sent to you all.



PRESS RELEASE



PRESS RELEASE

FOR IMMEDIATE RELEASE

(November 2001)

***** **S T A R T** *****

CALLERLAB Establishes Alternate Involvement Requirement

(August 27, 2001)

BACKGROUND:

During the 2001 CALLERLAB convention a bylaws amendment was approved which directed the Board Of Governors to establish an alternative to convention or Mini-Lab attendance to establish Voting Member Status. That requirement was named the "Alternate Involvement Requirement." Over the next several months the Executive Committee and the Board reviewed, discussed, and voted on numerous ideas and proposals. On August 27, 2001 the final version of the Alternate Involvement Requirement was approved by the Board.

DEFINITION:

The Board, under direction from the membership, approved the following as the CALLERLAB Alternate Involvement Requirement. A member who meets the other requirements for Voting member status may complete any one of the three requirements listed below in lieu of attending a CALLERLAB convention or Mini-Lab. The other requirements for Voting membership include: 1) calling more than three years, 2) calling at least 50 dance events per year averaged over the past three years, and 3) subscribe to the CALLERLAB Code Of Ethics.

The Alternate Involvement Requirement is:

1. Get the signatures of three full members of CALLERLAB on a recommendation that s/he be accepted as a full member

OR

2. Attend a caller school conducted by a CALLERLAB Accredited Caller Coach

OR

3. Teach three CALLERLAB Program classes.

***** **E N D** *****

We thank you for the coverage you have given us in the past and for your continued support in the future.

THE CALLERLAB BOARD OF GOVERNORS



PRESS RELEASE



PRESS RELEASE

FOR IMMEDIATE RELEASE

(November 2001)

***** **S T A R T** *****

BOARD OF GOVERNORS ELECTION RESULTS

The 2001 balloting for the 2002/2003 CALLERLAB Board of Governors has resulted in the election of the following individuals:

- CLARK BAKER** , Belmont, MA
- DOUG BENNETT**, Dallas, TX
- TIM CRAWFORD**, Burlington, ON, Canada
- LARRY DAVENPORT**, Foster City, CA
- BILL HARRISON**, Cheltenham, MD
- JERRY JESTIN**, Yuma, AZ, Delburn, AB, Canada
- TOM MILLER**, Chest Springs, PA
- NASSER SHUKAYR**, Lafayette, CA
- DANA SCHIRMER**, Berryton, KS

Congratulations to each of these well-qualified callers! Their 3-year term on the Board will begin on March 27, 2002, following the CALLERLAB Convention in Richmond, VA.

Members currently serving on the Board Of Governors are:

Clark Baker, Doug Bennett, Cal Campbell, Larry Cole, *Tim Crawford, (Vice Chairman), Larry Davenport, Betsy Gotta, Bill Harrison, *Mike Jacobs, Jerry Jestin, Vernon Jones, Jerry Junck, John Kaltenthaler, Martin Mallard, *Tim Marriner, John Marshall, *Jim Mayo (Chairman), Tom Miller, *Tony Oxendine, Mike Seastrom, Nasser Shukayr, Al Stevens, Jerry Story, John Sybalsky and *Jerry Reed - Executive Director.

** indicates members of the 2001/2002 Executive Committee*

***** **END** *****

We thank you for the coverage you have given us in the past and for your continued support in the future.

THE CALLERLAB BOARD OF GOVERNORS



PRESS RELEASE

FOR IMMEDIATE RELEASE

(November 2001)

***** **START** *****



PRESS RELEASE

RESULTS OF ADVANCED PROGRAM 2001 BIENNIAL REVIEW

The final results of the biennial review are as follows:

- 1. Add TRIPLE SCOOT **YES**
- 2. Change name to GRAND SCOOT BACK **NO**
- 3. Add GRAND FOLLOW YOUR NEIGHBOR **YES**
- 4. Add DIVIDE **NO**

As a result of the 2001 biennial review, the calls TRIPLE SCOOT and GRAND FOLLOW YOUR NEIGHBOR are added to the Advanced Program. There were no calls removed from the Advanced program.

Definitions for the added calls and their placement on the Advanced Program are as follows. The definition for TRIPLE SCOOT is the same as when this call was part of the Plus Program. The definition for GRAND FOLLOW YOUR NEIGHBOR is the same as used when this call was part of the C-1 Program.

TRIPLE SCOOT - Starting formation - Columns. Timing - 6

Placement: A-1 List following TRIPLE TRADE in teaching order.

Dancers facing each other on a diagonal (three pairs) step forward to join adjacent forearms, turn one-half (180 degrees) and step forward to finish in the position vacated by the dancer who was originally adjacent to them in the column. Meanwhile, the #1 dancer in each column Runs into the position vacated by the adjacent #4 dancer who is doing the forearm turn. When done from right-hand columns, the dancers facing in turn by the right. When done from left-hand columns, the dancers facing in turn by the left.

GRAND FOLLOW YOUR NEIGHBOR - Starting formation - Columns.

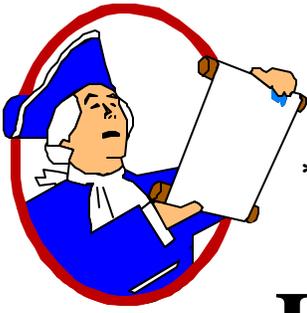
Placement: A-1 List following TRIPLE SCOOT.

From columns: The #1 dancer in each column does the leads' part of FOLLOW YOUR NEIGHBOR ("FOLD and ROLL"). The #2, 3, and 4 dancers do the trailers' part of FOLLOW YOUR NEIGHBOR (Extend and Cast Off 3/4). Ends in tidal wave. You can also do GRAND FOLLOW YOUR NEIGHBOR and SPREAD.

***** **END** *****

We thank you for the coverage you have given us in the past and for your continued support in the future.

THE CALLERLAB BOARD OF GOVERNORS



**FOR IMMEDIATE RELEASE
(November 2001)**



*******START*******

HEAR YE! HEAR YE!

FOUNDATION MONTH HAS BEEN DESIGNATED

The Foundation Board of Directors is pleased to announce that JUNE has been designated as *FOUNDATION MONTH*. The Board invites all dancers, associations, organizations, clubs, cuers, and callers to join in promoting this event.

SOME SUGGESTIONS

- **SPONSOR A FUND RAISER**
- **SPONSOR A FUND RAISING DANCE**
- **SEND A DONATION DIRECTLY TO THE FOUNDATION**
- **SPONSOR A CALLER TO ATTEND THE FOUNDATION/NSDC CALLERS SCHOOL**

SUPPORT THE FOUNDATION

For further information contact:

**The CALLERLAB FOUNDATION
For The Promotion and Preservation of Square Dancing
467 Forrest Avenue, Suite 118
Cocoa, FL 32922
321-639-0039
E-Mail - FoundationFL@aol.com**

*******END*******

We thank you for the coverage you have given us in the past and for your continued support in the future.

THE FOUNDATION BOARD OF DIRECTORS

CALLER SCHOOL at

The National Square Dance Convention
St. Paul, Minnesota
June 23, 2002

SPONSORED BY

The CALLERLAB Foundation

(A non-profit organization for the preservation and promotion of square dancing)

For many years callers have wished that they could combine a first class caller school with their trip to the National Square Dance Convention. Starting in 2002 this wish will be answered. The CALLERLAB Foundation with the encouragement of the National Executive Committee will make available a school staffed with CALLERLAB Accredited Caller Coaches starting in the Convention city on the Sunday before the Convention. Callers can now combine a trip to the "National" with the best available caller training.

This school will not only offer convenience for the caller-students, it will also help fund the promotional work of the CALLERLAB Foundation. All the profits from the school will be used by this non-profit, tax-exempt organization in support of the Phoenix marketing plan for rebuilding the popularity of square dancing. This plan has already received more than \$50,000 from the Foundation and is actively pursuing market research and promotional work on behalf of square and round dancing.

We, the National Executive Committee and CALLERLAB, urge dancer and caller associations and clubs to sponsor callers at this school. A donation of \$500 will allow a caller of your choice to attend this outstanding school. The caller you sponsor will study with some of the best available caller coaches learning the latest techniques for entertaining today's dancers. You can help square dancing, your association or club and the caller you sponsor all with the same donation. An additional donation of \$500 (\$1,000 total) will provide lodging during the school to the caller attending the school.

Your Donation Helps Square Dancing!

The Foundation & National Square Dance Convention Caller School Registration

Direct All Mail And Correspondence To:
The Foundation, 467 Forrest Ave., Suite 118, Cocoa, FL 32922

REGISTRATION FORM

Today's Date: _____ Sponsor Name: _____

Year of NSDC: _____ City: _____ Date of school: _____

Sponsor Phone (_____) _____

Student: _____ Spouse: _____

Address: _____

Telephone: (_____) _____ Email _____

Student's Dancing and Calling History

How Long have you been square dancing? _____ How long have you been calling?

Have you attended any other caller schools or clinics.?

(If yes, please list those schools and/or clinics previously attended and give the dates(s) of attendance.)

School Attended	Dates
_____	_____
_____	_____
_____	_____

A list of Accredited Caller-Coaches who have agreed to serve on the staff of this school will be mailed to each registered student. The student will be asked to indicate the coach he/she would prefer to have on the staff of the school. Those coaches receiving the highest number of votes will staff the school.

Indicate amount of donation \$ _____

A donation of \$500 will register one student. An additional donation of \$500 will provide lodging during the school.

REGISTRATIONS MUST BE IN THE CALLERLAB HOME OFFICE BY March 15th

Mail to:

The Foundation
(Attn: NSDC Caller School)
467 Forrest Ave., Suite 118
Cocoa, FL 32922



PRESS RELEASE

FOR IMMEDIATE RELEASE

(November 2001)

***** **START** *****



PRESS RELEASE

FOCUS GROUP SURVEYS (A VIDEO TAPE OF THE REPORT)

The Foundation for the Preservation and Promotion of Square Dancing conducted a series of Focus Group Surveys in three cities last year. These Focus Groups consisted of non-dancers and former dancers in Charlotte, NC; St. Louis, MO; and Portland, OR. This extensive research work was conducted as part of Phase One of the foundation's *Phoenix Plan*. This work will provide helpful information to dance leadership for developing effective marketing programs to revitalize square, round and traditional dance activities on a global basis.

One of the goals of the *Phoenix Plan* is to get information about the marketing research and other efforts into the hands of every square dancer. Toward this end The Foundation has produced a video tape featuring the information gathered during the nine Focus Group Surveys. This video is approximately one hour long and provides the following information: 1) Basic information about the process of Focus Group Surveys and 2) Video clips of actual Focus Groups to emphasize the data reported in the final report from Star Works.

It is hoped that all organizations will encourage square dancers, clubs and associations to order a copy of the video for local use. The information in this video is very informative and is designed to provide information about the market research which has been conducted.

We ask for a nominal donation with each video we send. The cost of production, handling and shipping is approximately \$8.00 in the United States. Donations to help cover these costs will be greatly appreciated. Our goal is to get this information to every square dancer.

A brief summary of some of the 'findings' from Focus Group studies is included with each video. A more detailed report on these results, as well as a list of their specific goals and objectives is available to assist any local, regional, national or international dance group interested in working with the Foundation to improve their dance programs. These organizations are encouraged to participate in on-going research projects designed to gather data for different geographic areas and individual dance forms.

ORDER A COPY OF THE FOCUS GROUP VIDEO TODAY!

CALLERLAB FOUNDATION
467 Forrest Ave, Suite 118
Cocoa, Florida 32922
(321) 639-0039
E-mail: FoundationFL@aol.com
On the web:

***** **END** *****

We thank you for the coverage you have given us in the past and for your continued support in the future.

THE CALLERLAB BOARD OF GOVERNORS



PRESS RELEASE



PRESS RELEASE

FOR IMMEDIATE RELEASE

(November 2001)

***** **START** *****

A NEW ALLIANCE: PARTNERSHIP IN GROWTH (by Creative Marketing Services) (September 13, 2001)

Most of the Phoenix Plan's first phase, market research objectives have been reached, but its other principal goal, to 're-connect' separated dance groups into a working alliance, does not show the necessary progress. Without a new element under which unity and support can grow within these diverse organizations, additional progress will be difficult, if not impossible.

The ARTS

One answer lies in developing a new 'alliance' designed to provide a wide array of resources, support, and programs that will help affiliated groups improve their individual programs and further the health of their clubs by promoting increased participation in all forms of round, traditional, and square dancing.

The Alliance for Round, Traditional and Square Dance (the ARTS) will be a collective term used to describe the diverse groups that make up the 'greater' dance community. Such a coalition would offer all dance organizations a chance for affiliation on a balanced and representative basis. Approval of an alliance concept like the ARTS will allow for more effective marketing, public relations and corporate sponsorship programs, without diminishing any of the autonomy or unique qualities and programs of any individual affiliate member. Part of the Phoenix Plan's next phase involves demonstrating to institutional and corporate sponsors why these unique dance activities are important to the heritage, health and recreational lives of their customers, and why such an association will be an attractive partnership opportunity for their companies or foundations. To properly pursue this type of promotional effort, the marketing program needed a descriptive, generic term that could represent the diversity of dance groups that compose this global activity.

The ARTS would also function in an advocate role, representing ALL dance groups directly, or indirectly associated with round, traditional folk, and square dancing. Like all alliances that represent diverse organizations with common interest, the ARTS concept provides a strong, central voice, concerned equally with the collective interest of all its affiliated organizations.

Formed as a 'non-preference' coalition, the ARTS can more easily negotiate collaborative projects with groups already working in the dance, leisure, recreation or physical education fields. The alliance could also seek advocacy support for grant funding, while conducting a more focused search for corporate and institutional partners. It presents an attractive and comprehensive 'acronym' (The ARTS) for use in advertising, publicity and public relations programs.

Its purpose is to create and affirm a name (the ARTS) as a concept which provides an image of unity among diversified dance groups and which can be effectively used by marketing as an important tool in seeking institutional and corporate sponsorship and funding.

REVIEW

CONCEPT: The Alliance for Round, Traditional and Square Dance (The ARTS) is only a work-in-progress concept that demonstrates the value of a collective, central voice for the dance community. The present request is only for a review of the principal, purposes and importance of this concept. The Phoenix Plan will utilize the ARTS concept as a collectively descriptive term in its search for institutional and corporate support. The name provides an attractive, representative, promotional label with which all groups can feel comfortable.

STATUS: It is all-inclusive in form and purpose, and is not associated with any existing, individual dance organization. It can be used to represent both non-domestic and domestic dance organizations.

REPRESENTATION: The ARTS is only a 'concept of consensus' useful in presenting a collective picture of the diversity within this dance activity for purposes of marketing and joint fund raising.

MEMBERSHIP: The ARTS embraces all dance groups associated with round, traditional, or square dance that support the preservation and promotion of their individual dance formats within the greater family of dance. Non-domestic groups can hold memberships and still retain their individual country identity, such as the "Canadian ARTS", or the "ARTS of England".

PURPOSE: The ARTS offers a united front for separate dance groups with common purposes and goals, yet have individual interests making unique and independent contributions to the history and tradition of America's dance.

***** **END** *****

We thank you for the coverage you have given us in the past and for your continued support in the future.
THE CALLERLAB BOARD OF GOVERNORS

CALLERLAB CONVENTION PLANNING QUESTIONNAIRE

CALLERLAB has been asked to review the time of the annual convention based on a variety of needs and wants. As much as the current system of the Monday, Tuesday, and Wednesday prior to Easter has worked well for us over the years, there is always the consideration that times and needs have changed. We would appreciate your input in answering these questions that will allow us to make good decisions for the good of the organization as a whole.

Please keep in mind that we want to know what would work well for you as an individual, but we do need to keep the good of the entire organization in sight. It is suggested that you read the ENTIRE questionnaire before answering so that you can have the benefit of the entire picture before making decisions.

1. Reasons for NOT attending the CALLERLAB Convention:

a. With the current system of scheduling CALLERLAB conventions prior to Easter, have you had any time conflicts that prohibited you from attending at least occasionally...at least once every 3-4 years?

Circle one:	
YES	NO

b. If you have had times that you could not attend the CALLERLAB Convention when you wanted to, please choose the two most common problems you have had in attending.

Mark TWO... ✍

? Wrong time of the year

? Religious considerations

? Financial

? Location of CALLERLAB convention

? Personal needs (family or work)

? Health

? Other: _____

2. Would you like to see the time of year for the CALLERLAB Convention changed?

Mark ONE... ✍

? YES -- I would be able to attend more often if it were at a different time of year.

? NO -- The way that it is currently planned is best for me.

? Time is not relevant to my decision to attend

? I will never attend a convention for other reasons

3. The following are some choices for changing the CALLERLAB Convention meeting time.

Please mark your choices with the scale of 1-3 as follows:

1 = Best time for me to attend

2 = Could make some of them

3 = Worst time for me to attend

Please circle a number for each one of the options...

1 2 3 --To keep close to the Easter time-frame varying, though, before and after Easter according to the availability of locations, best cost of rooms, etc.

Which do you prefer?

? Before

? After

? Doesn't matter

1 2 3 --First full week of May, for example: In 2001, it would have been May 7, 8, & 9th.

1 2 3 --Third full week of May. For example: In 2001, it would have been May 21, 22, & 23rd.

1 2 3 --Anytime in the last two weeks of June.

1 2 3 --Sometime in late summer...

Mark your preference:

? July

? August

? Either is fine for me

4. It has been suggested to have the CALLERLAB convention in conjunction with the National Square Convention, thus allowing callers the opportunity to attend both with the expense of only one trip rather than having them possibly make a choice between the two trips.

a. How do you feel about having the CALLERLAB convention in conjunction with the National Square Dance Convention?

Mark ONE... ✍

- ? Would definitely like the plan
- ? The plan can work for me, but I prefer a different plan
- ? Don't care
- ? Really not good for me, but I could do it
- ? Would definitely NOT like it

b. If we were to have the CALLERLAB convention in conjunction with the National Square Dance Convention, when would you prefer?

Mark ONE... ✍

- ? Before
- ? After
- ? Either would be fine

5. Part of the current plan incorporates an even rotation of conventions from West Coast, Middle, East Coast, then Middle again in order to balance the decision-making among all the regions. If CALLERLAB's convention followed the National Square Dance Convention around the country, the CALLERLAB convention could frequently be in one region for several consecutive years, thus giving the decision-making dominance to that region.

How important is it to you that the current rotation stays in affect?

Mark ONE... ✍

- ? Very important that the rotation stays as is.
- ? Would be nice to maintain, but I'm for giving up the rotation if it would allow more members to attend.
- ? Not important whether or not we have consistent rotation.

PLEASE MAIL THIS TO:

TERRY WHEELER
Chairman, Research & Devel Comm
580 FM2537 #2
San Antonio, TX 78221

DEADLINE: January 15, 2002

Should you have questions regarding this form,
please feel free to call Terry at 210-628-1777
or e-mail at twheeler@stic.net

***DO NOT MAIL TO THE
HOME OFFICE!***

For Office Use:

Entered: _____

LOG: _____